

Facebook Fortunes
Weekly Webinar 34
How to Manage your Facebook Page in less than 10 minutes a day

Kerry:

Okay. Hi, it's Kerry Fitzgibbon here and welcome to the first of the Facebook domination monthly webinars where we will be covering the latest in Facebook marketing any changes or anything like that. But, today we're going to focus on just going right back to basics and the basics are, managing your Facebook page which you should be doing on a daily basis.

So, everything that we do in terms of advertising, that will drive people to your website, that will help you build listing, increase your sales, but we need you to be building relationship with the people that come, like your page and posting great content and managing your page which is the side of things that you can do to help us with what we can do.

So, in order to do it properly, I don't want this to take you all day every day to manage your Facebook page. So, I'm going to show you the step by step process that I use for managing a Facebook page really, so that you can get more engagement, you can get more traffic, you can get more followers.

So, more people to your website and of course more sales and you can do this by posting effectively and all within 10 minutes a day. So, let's jump on to Facebook because I'm going to go straight to giving you the demo on how to do this rather than going through slides in this instance.

So, let's jump on to Facebook and we're straight on to my business page, okay? So, I happen to manage my page from inside business manager but it will be very much the same for you guys outside a business manager anyway.

So, we're going to Facebook page here. That you should know the components of the Facebook page right now, but let's jump into exactly what I do on a daily basis. So, first and foremost, I'm going to what I class is Read my Newspaper.

So, that will be going on and reading the posts or looking through the posts of pages that I like. So, if we go into scroll down here, we're going to see page feed and we're going to click on that. So, this is what I do first thing I do.

So, it's called *Reading the Newspaper*, all that's what I do, right. Now, if you don't have pages that you already like, then you want to go in and like other pages, okay? So, you should know what pages these are. But, if you go on and like other pages, you can start typing them in here and save and like them. I've already got quite a few pages that I like. So, I might go through here and I look through these posts and I might have a look on Facebook stories are now viewable by friends and followers, do you have this yet. So, obviously a split life here.

Eric and Jeff are talking about this particular topic, okay. Now I might want to listen to that, watch it, but because I'm doing a demo at the moment, I'm just going to go on and say *"Yeah, that's probably pretty cool, right?"* So, you want to go through, scroll through here, like some of the stuff here, right.

Now, what that does, now what I do, I do it with pages that I either want to build a relationship with. So, I'll go and like pages that might have my audience. I'll also go and do it for the educational purposes like, *"what social media examiner? That's an educational purpose."*

That's why I look at that if I was looking for more business, I might look at other business pages in Australia or in the States, where my audience hangs out. So, like *Empowered*

Mums here, this is where my audience hangs out.

So, I might go through, listen to this and like this as well, okay. Today I want you to do on a daily basis. Go like pages that are educational, where you can learn things from. So, you want to be up-to-date with the latest of what's happening in your industry and the best way to do that is to follow people who are up-to-date with.

So, like pages that are educational, for you, or and like pages that your audience hangs often. So, you can be seen. So, by going through here and reading some of the stuff, you might want to take note of it. You can go through and save some posts, then let's just say that you see something that's really, really good, you don't have time to stop and read it right now, we can go in and drop down this menu here and we might want to save the link if we want to, okay?

So, we can save this and later we can go and have a look at that, okay. So, I'll show you we just look at that in a minute. So, go through. So, I haven't got time to read that, but we might want to look at it later as we go through, we like things and you also want to go in and make some comments as well.

So, now just to double check that you are posting as you are reading this and posting and liking as your page over in the corner here, at the bottom of each post, you'll see a little picture and it says to *"Liking, commenting is curious it's in social media only for business."* I can click down on that and I can go on and like and comment what not as other pages.

But right now, I'm doing it as me and then you have other options to like it as Kerry Fitzgibbon as yourself. But, right now we're talking about liking, commenting and posting as your page. So, going through, scroll through here, take note of some things, like, leave comments.

The other thing you might want to do is you might want to go through and read some of the comments that people have left and then go and like some of them as well, okay? So, you might want to go through like and respond.

Now, make sure that it's something you might be able to help with, if someone's click to comment and it might be a question that you can answer, go ahead and answer. But, make sure whatever you do, do not come across as salesy come across as informative, come across as the expert in your niche, but don't sell at all.

This is literally going through and seeing what there is out there liking things and helping out when you can. Liking comments that people have left and maybe replying back. So, that just put you in front of a lot more people, okay. So, that's a nice little strategy that I use.

So, like posts, like comments, comment to comments and reply as well and make sure you read some of the stuff because you might want to keep a repository, where you have like quotes and posts and things like that, that you might not post today. But, you might put them aside and go right, okay.

Sometimes, I might want screen shots, I think and put a little repository aside and then come back to it later as something that you can use for content. So that's the first step.

So, I caught the *"Reading the newspaper."* So, first and foremost, to read the newspaper on a daily basis, you've got to go through and like other pages as your page. I have 2 strategies for that. One is the educational purposes and another is for who's my audience peeps, okay?

So, and then read through, like, comment, comment to comments, read some stuff, put

some stuff aside, save it, if you haven't got time to watch it right now or put some sort of stuff words and repository that you might want to look back later on and use it as a posting later on all these purposes it as a post later on.

Now, what I do when I'm posting like this sometimes as I might read through this and I might see a really good article on podcasting success tips for three top female entrepreneur hosts, okay? That's Amy Porterfield, I might see something and read something that I can hear about, messenger ads or whatever it might be, okay?

I'm having issues with this computer, we're not scrolling, a little bit slow. You might want to read through an article and rather than re-posting it as it is. I often won't necessarily share, all depends. I like to actually read through something and then re-purpose it or put my spin on it and that might be, if I read through this and I really like what she said in there.

I might actually do a video and say *"Hey Kerry Fitzgibbon here. Just going to be talking about some podcasts and success tips, then up with the 3 female entrepreneurs. I was reading one of Amy Porterfield posts today and she did it last week or the week before and she as talking about this, Here's my spin on it. 1, 2, 3..."* and then I might want to post it up as either a live video or a video.

So, just think about all the different ways that you can re-purpose other peoples' information but, classic as it is really a newspaper. So, that's the first step that we do. Let's go back to the page now. So, the second step we wanted to do is we want to look at posting our own content as well, okay?

So, actually no. The second step is going through, sorry. First it reads a newspaper, second step we wanted to do is check some of your messages. So, go up here, check messages. I'm having some issues with this. It's called slow internet, even I've got fast

internet.

So, this isn't showing up, but it should do, it might do it a second. But, let's just see when we shift in Firefox, might just be a chrome issue right now, rather than internet issue, this isn't loading. Let's go back in Chrome again.

So, here we go. So, you want to go through and check your messages and respond back to people, okay? It's very simple, go in, read and respond back. Make sure you reply. If you don't want to be doing that on a daily basis as well. The other thing you want to be doing is looking through your notifications here. Now your notifications are people that have leave comments or likes on your page. So, you can either have all, you can go through the likes, you can go through the comments.

Now, one of the things that I like to do on a daily basis is to go through all the notifications. So, if you haven't done this for a while, you might want to just go back to the last cue. But, we've had reaped likes on a video, go on and you can go and check.

Good to demo, that isn't much, right. Let's start that once again. So, go through if there's any comments. Do look at them and you might want to respond back to the comments on your posts as well, okay? So, there's person here that actually left a comment to my page. *"Thank you for the presentation today. Love it so much"* Nice little picture of a doggy, doggy.

"Hey Robert! glad to hear the workshop was a value to you... Very cute, all the best with your ventures." I've already gone back and responded to that. So, there's pages out there that just come and I'm not going to say they spam. But, they're kind of spam and put things like anyone else agree in it. I haven't removed this company purely, because it's not doing any harm. But, that's their strategies. They just come onto people's pages and just send things like this through here.

But, so go and check who's liked and commented on your posts and respond back to them as well. So, there's a nice and easy way to do it as in the notifications. Or you can go through and go on to page and go to a post, and have a look at the comments. Have you done something yesterday.

The next day you want to come in to it and go through. Make sure you like all the people that have left comments and then respond back to them as well. If you keep on top of it for a daily basis. You should only be going back through realistically one post. But sometimes, it's good to go back into notifications because someone might come onto your page and comment and like a post that's a few down.

So, inbox. So, we're doing our reading a newspaper, we're checking our posts, were checking our notifications as well which will also tell us people that have posted on our page. So, going to the news feed, we're going to the inbox, we're going to notifications.

So, there other thing that you want to do is you want to have a look at what time your fans are all the line as well. By the way, another little tip that you can do is you can invite your friends to like your page as well So, these people that you know, would be interested in your page, that are your target market, that are your friends. You can ask them and invite them to like your page as well.

So, let's go to insights over here because we want to check when our fans are online. While I'll be waiting for that, I'll just wee with any of you guys have left any questions here, nope. So, when we go into insight it will give us a page summary of the last 7 days. So, we can see how many actions on the page, how many page view, page previews engagement reach and so on and so on and so on, okay?

What I'm looking for here, is I'm looking for posts. So, I'm going to go all the way down.

You can go through and have a look at some of these as you want. But, I'm just going to go all the way through down posts here and this will tell us when our fans are online. What type of posts types and top posts from pages you watch as well. All things that you should be looking at.

So, let's start with when your fans are online. So, this gives us an absolute overview. So, across the week, the best time to post would be at 7 A.M. In the morning because that's when most people are online, who like my page. Now, I've got a real, big mixture of Australians and Americans on this page, so it's the reason it's 7 A.M. as a popular time. Now, if I posted at night, we're looking at about that team P.M. mark, okay?

Now, I manage a lot of pages are probably got other access to a hundred or so pages. Actually, one of the best times, typically for Australian is that 7 o'clock onwards at night 7:30 onwards at night. But, listen since because I've got a lot of Americans on my page my 7 A.M. Is my peak time.

But you can break that down even further, so that on average. But, we can actually scroll across the days. So, we're looking at some day, then that black line that you see, right? It's still the 7 A.M. Time. Again, on a Monday morning we're looking more at 6 A.M. Tuesdays, 6 A.M. at this time. Wednesday's the same, Thursday's the same, I think on average. Friday's the same. So, the last week and settle as the same.

So, it's interesting that 7 A.M. Across the board that yet, most days of the week. We're looking at around about 6 things at this time. So, that's what I would look at, I can look at so that would mean that I would want to be posting around about that 6 A.M. in the morning.

So, that I can get as many people when they're online at one time. So, I want you to keep this in mind, when you post in Facebook, Facebook will show that post to a certain

number of people that are online at that time. You will get the biggest traction.

So, 75% of the traction on your post will be done in the first hour after you post it. So, you want to make sure that you get as much traction on that post and that first hour was what that mean is that as the day goes on, if people have acted in that first hour after you've posted. Facebook will show it to more people as they come online.

So, let me repeat that. If in the first hour and , it's even take it down that's a 75% of that action on your post or what the Facebook would take into consideration happens in the first hour after you post. You actually want action on that post within the first 5 to 10 minutes and I'm going to show you a strategy to make sure you get action on that post. But, was what that tells Facebook is, okay people are engaging this post. So, people are engaging this post. Let's put it under the newsfeed of more people that are online right now.

And it will continue to do that as people come online, if your post is popular because Facebook is trying to please end-user, reward you for posting something that is interesting and people are engaging with. So, we want to look when our fans are online because we want to post when they are mostly online. So, we get the biggest sort of impact on our posts. So, you know, hopefully that's the Facebook engagement.

Another thing to check here is also post types, one of the most popular types of post types, okay? In my instance, on my page, it's video. That means that perhaps I should do more videos then shared, sorry, photos and then shared videos, okay? So, I know that video gets the biggest response for me then they're followed by a photo type of post. You need to go down and have a look at posts here, the last few posts in that and what's got the best engagement.

So, blue line is post clicks, pinky colored line is reactions, comments and shares, okay? So,

that's popular posts types. So, I might want to do more video and then top posts from pages you want is really, really good to actually have a look at as well. Because then you can see what people are interacting with on other pages and you might want to A, put them under depository, put them in repository type of folder that you could reuse on another day or see whether there's something that you could post.

It's in with regards to their post. So, put your own spin on it. This isn't loading so, we're not going to wait for this to load. But do look at top posts from other pages that you watch as well. Because A, that could give you extra information. B, you know what other people or people are responding to pages that you've watched.

So, another thing to look at here as well is you might want to look at people. So, you can get a good idea if you haven't done this before. Now you don't necessarily want to do this on a daily basis and you don't necessarily need to see on a daily basis when your people are online as well. That might be something I do once a week to see whether it's changed.

But I'll look at this initially if you don't know this and have a look at the people so that you know typically my audience is 35-45-year-old females and majority of them live in the United States and a split between UK and Australia and a little bit in Canada and so on. Top city, we're looking at London, Brisbane, Gold Coast and downwards, okay? So, all very handy to know in terms of posts and things that you might want to put out there. Another thing, I want to show you what to do so that's our fans.

You can have a look at your followers, people that you've reached, people you have engaged at with, so that you can get a good idea of who these people are. Another thing to look at is a lot of people have asked me how to download live videos. Now, if you do a live video or a video on your Facebook page and you want to download it for a live video and you want to download it quite often it's good to download it straight after you've

done it. Facebook will give you the option.

But if you've got some of there that you haven't done that on yet. You can go into videos over here. We can look at. I'll just go last quarter, we can go down to videos. The cool thing actually here with there's a couple of things you can look at here. You can look at minutes viewed and video view that you can go, click on it.

I think you add a lot more information, people don't know about this. So, we can video performance in this post, live view is 10. You haven't looked when they came on and what happened here. All good stuff, minutes viewed, video views, 10 – second views, video average watching time. So, I'm going to go or where that I lose them.

Audience and engagement so we can have a look at the audience engagement. People reached, unique viewers, post engagement, top audience, 35-44-year-old females and that goes and tells us a bit more about who are the people that watched it.

Organic bay web and so on. So, have a look at some of the sort of stuff. Location of Queensland that's where I was doing it from. But, they know all other places that people watch this from as well. So, that's a really good insight. You can have a look at some video. You can have a look at the post in general and how many people liked it. Shares, love, some of them angry, gosh poor people probably angry, not to know at their life.

Number of comments and so on and so on here. But, you can go on to, actually let's go back. We can go into here, edit post. We go into this little cover here and we can either embed it which will give us an embed to embed on your website or you can download it.

So, you can download and the repurpose that video somewhere else. So, that's how you download your live video if you want to go back and download to your past live videos if you have done them in the past. So, first and foremost we're going to read our

newspaper, then we're going to check our messages and notifications and might comment, share and stuff on anyone that respond back to anyone who's left us messages.

We want to check at least once a week, what time our fans are online and at least once a month who our audiences. So, we get a really good idea of that. Have a look at some of the top 5 posts of people that have pages that you've like.

So, you can get an idea of that and then we want to do some posting. So, that all happens really, really quickly, okay? So, in terms of posting, there's a couple of different things that you can do. Obviously, you can do a video posts or you can do a photo post or you do a link post which is driving people to a website. You can do a shout out. So, what I do is I use a content calendar.

Now, I'm going... I'll give you access to the content calendar but let me go to the one that I prepared earlier. So, we've got a content calendar here and this is that you have access to this in the training module but I also include it when windows get loaded into the means area as well.

So, you might want to outline your content for the next month. If you're super organized or you might just want to do it for a day or two. But I've got a month here and we've started week 1, week 2, week 3 so on, so on. And it's a mixture and it's just giving you some ideas.

You do not have to copy this exact, it's just an idea of what to post. So, you might want to do on a Monday, you might want to do on a motivational picture and quote. But, make sure it's related to your industry. Don't do something random, try and tie it back to your industry.

In the afternoon, you might want to do a link or an opt-in or something, a post that drives people to the website and it might be to read an article or topic like that. On Tuesday, you might want to do Tuesday's tip related to your industry. So, you know, perhaps that some frequently asked questions that people have asked and you're going to go into a tip about it.

You might want to do a product photo or something or highlight something in the afternoon on Tuesday, Wednesday might be a funny picture or something related to hump day, but make sure it drives back and is related to industries as well.

You might want to ask people to ask a question on Wednesday that you can answer. Thursday might be highlight a product or service, do see video tip or a live video. Friday might be a strategic alliance is what I call it a shout out that it might be to a page and here's your audience that is not direct competition.

So, for me it might be an empowering mother's group and I might say *"Hey love the article"* Empowering mother's group did on Wednesday. Good on you and doorpost on that. You might want to do another shout out in the afternoon as well and said like they might be funny, okay?

So, these are just some ideas of what you can do. It's really up to you. Now, some of you super organized people might actually start next month and go through and fill this out and put things in here, right? So, it might be *"Hey, listen..."* repository and name the post, right? If you've got a repository of posts and things.

2 things that you might want to put in here. So, that all you need to do is pass this on to social media manager or schedule this out on a monthly basis. So, that's what I use sometimes with my stuff is this content calendar and some ideas and plan everything out it makes it lot easier to do that.

So, then what you might want to do, I'm just going to show you how to do a couple of these posts and how to do them correctly. So, let's just say I was going to hold my webinar again. I'm going to go and put an image up. Now, just to let you know, video and image posts are much better than just plain text posts.

So, let's grab an image here. Actually, no. Let's just cut that out in a minute. Sorry, I'm just going to go back. Come back. Excuse me for a moment. Alright let's start again.

So, I'm going to do a post that's going to drive people to my website. Now, what I do first and foremost, rather than share a photo or video. Because that would be a sort of video post that is actually going to put the post in here. The wording in here. Right. So, I'm just going to go and grab the wording that I prepared earlier. With the link to the website.

Now, here's a little tip for you. If I do a link to the website, I always go to the web page and grab, copy it from there. This is something I did earlier but never just put it on even if I know at social media plus dot com, I will always go to the website first, copy the link from the website and post it in. So, what happens with this, is that Facebook will bring up the web page.

Now, it hasn't pulled through a pitch featured image. Sometimes it'll pull through a featured image, what you then can swap out. Now, do it this way, rather than... and I'll go through this again, rather than, I'm going to exit that. What a lot of people make the mistake of doing is they'll go in and they'll grab the video first or the foot image first and then put the text in later which doesn't work as well if you're driving people off to website.

Facebook doesn't like you using what they call a photo post, sorry, a link post in between at the photo post. So, I haven't explained it very well, but let me go this one again, okay?

So, if you are driving people off to your website, make sure you put the text in first. Let Facebook pull through a featured image from a website, if you don't have one, that's okay, but it will pull one through in then you can edit it down here.

So, we're just going to grab an image, that's it there, open. Both will pull that through and use that. Hopefully that's in there somewhere, I can't see it right now, but it should be. Now, another thing that you can do this, is either you can publish it now or you can schedule it.

So, you might want to schedule it for tomorrow. You can also choose an audience for the post if you want. Now, I have split this first. I find just leaving it open to people that like my page, works a lot better. But let's just say you are holding a webinar or something that was to only your female fans of your page. Well, you might want to put in audience restrictions and say right, we only want females in this location and whatever else.

So, you can put it in an audience and yes, if you want to so, you can put your targeting and the other thing is you can actually put in a message button, in fact it's not here, but you can. Might not be able to when you're driving people for website.

So, I'll show you another instance how we can do that. So, let's go and publish that, I'm hoping that image will show up unless there's a glitch in a system and it isn't. But it should have actually pulled through the image it hasn't right now or for whatever reason that didn't pull through.

So, I'm just going to, if you need to delete a post, you can go in. I'm going to delete post for now. So, we're just going to delete that. Click post. Next one, let's try that one again, guys. So, pulling it through we should be able to pull through an image this way. This doesn't work, I don't know.

I'd have to play with it a little bit more but, might have not given it time to load. There we go. It's just not coming in as such. So, there's a couple of things I would do here. One is I might want to look at doing the featured image on my website or either I go back and do it the other way that I told you guys why not to do it.

Facebook doesn't like you using a photo post and between is a link post and this is an effectively link post I'm linking off Facebook. And I meant not to be reported here. It hasn't for whatever reason.

So, the other option would be, exit. Sharing photo or video, uploading something funographic from here. Posting. Shared or link it, if I want it shared and then publishing it. So, that's it here. Someone clicks on that, it just opens up the image but if I had that as a link post, it would take it through to the website, which is kind of really what we want.

I'm just going to delete that, because I'm just showing it for the webinar. Right now, so delete. If you want to tag another business in your post, which you can do, you want to use, as long as like the business, you can add tag them. So, I might want to go, hey, our internet secrets so I'd go at our internet secrets, turn it. Secrets again, that's not working. Yes it is. So, I might want to do that and then do a poster, that would be grateful when you're shouting out to another business is you know I'm going to like *"Hey to our internet secrets for a fantastic workshop, really enjoyed the 2 days learning about how to run a membership site"* or something like that.

So, those are a couple of different posts that you can do, let's exit that. Now, if you're struggling to come up with contents, then there's a couple of different ways that you can do this. I've given you the content calendar which you can fill out.

But as you know, I kind of look at one type of method. So, team motivational, educational, informational topic posts for soft cells. So, soft cell is alluding to a product

or service but not necessarily selling it. So, it might be *“Hey listen, really enjoyed I might do a post on here, really enjoyed teaching the Facebook goodness on my webinar last week, here are the 3 takeaways that people learnt.”* And it’d be a soft sell, right/ and then people might come and go.

Tell me, what was the webinar about, and then I can make a money post. So, the money post might be building a list or selling something. So, that’s kind of the method I use for the page and it’s really to build trust and get, like and trust.

Now, the other thing to consider when you’re posting on Facebook, is you can repurpose popular posts. So, don’t ever be afraid, to go through some of your posts that were working and repost them again. Different day, different time, different month, however. So, you don’t need constantly come up with new stuff, if it works the first time around, you might want to repurpose it as well. So, another thing we want to do when we’re looking at posts is to perhaps go to Google.

So, I set up google alerts on keywords. So, we’re talking about google alerts. You’d go into, there’s another way of finding, content. So, you want to sign into Google first and foremost so you can get the alerts but and in fact you can just do this. Google alerts, and you can set this up.

So, it means that you can certify with Facebook, when I send it to once a day. So, I’m going to, every single time, there’s something posting on the inter web about Facebook. As it happens, I wouldn’t recommend that at most once a day, at most once a week.

So, I would go at most once a day, you can choose your sources, would you want, automatic news, blogs, web, blah, blah, blah. Set automatic here, English, any region while I might want to do Australia or I might just, you know, whole world, that’s fine. Only the best results or all results and then you can set your email address.

So, what happens then is that you'll be emailed, once a day, if the keyword anything about Facebook is mentioned. So, that's a great way of again looking through some of the stuff. It's in google alert and coming up with content. The other thing I do is if I'm looking for quotes and things like that. I might go into Google and have to look at some quotes.

Now, here's what I do. I don't necessarily take this, download it and use it. I repurpose it and make it as my own, and so I'll do my own design. And I might do that in Canva.

So, there's this little site called Canva. Here it is here canva.com, okay? It is free to sign up. So, you can sign up to canva.com and you can do also to Postnet. So basically, you don't have to be a graphic designer to put together really nice-looking posts.

The other thing that I combined it with is I also sign up to a stock image place to come up with images. I use adobe stock. Different types of pricing here but, go have a look at that. I think I get mine cheap the most because I signed up with dollar photo club. They closed down brought up by Adobe and gave me a special price.

So, I think, 10 images. I don't know if it's 10 images I don't know \$14 is what I get a month or 10 images for 12 dollars. But, it means that I've got access to stock images that I can legally use, okay? Be careful when you're picking up images on the internet, yeah you can get away with using them, you know, sometimes you can refer back if you use an image from a certain site you might want to put the post in brackets at the bottom "*Hey thanks to source the image,*" where you got. Thanks to source the image where you got it from or you, you'd get your own, right? I quite often will make up my own post. So, I'll go into Canva here and I might go okay let's create a design and I might want to do, what do I wanted to do here on to a Facebook post, so. Give me a Facebook post here.

Gives us lot of free layouts that we can use. I might want to use that, might want to go into Adobe stock. Search. Take an image. Go back in here. Upload it. Wonder how to drag that. Yep. Move that one. Pull on this one. So, you make some really cool stuff. I might go and go. Do a nice little quote. There you go.

I close deals in heels. Chase your dreams in high heels, right? So, you know that's kind of little bit in my niche anyway because you know I do entrepreneurial stuff and I want to teach Facebook to people and how to build Facebook businesses and things like that.

So, I close deals in heels. Here we are so you can go into here. When it's done a bit and always too much time on this thing. Because I know that, alright.

So, looking a little bit smaller and move it up there and delete this but here. Where did the last bit go, What'll I do with it. That's crazy. I think you get the idea. This pretty easy by the way. When you've done a bit always too much time on use team because I know that.

So, we can. That's a little bit smaller and move it up there and delete it from here. Where did the last bit go, what'll I do with such go. That's crazy. I think you get the idea. This is me to be easy by the way. I've just made it a more difficult that I needed to be done.

You don't know what I did on the image. So, we go in, here we go. Pull down here. Showing is easy how you get us as anti. Okay. Oh, you get the idea, I'm not going to mock around with this. You can put your antiques and stuff like that, and then download this and user.

I didn't actually buy this image, but you know and then you can have a nice little image that you can upload into Facebook and it's a good post size, whatever. Here's one

actually prepared earlier. It's along the same lines. Where is it? Okay. We'll see what this is in a minute.

You have 2 options, do something or do nothing. Either way do it wearing a killer pair of heels. Anyway, it's just something I've appeared earlier. I'm just going to delete that one though, because I want to change it a bit, let see pop up soon. So, this basically, honestly how we manage the page in less than 10 minutes a day.

So, we go in, we read the newspaper first and foremost, take down like, comment, share on things. You might want to fill out the content calendar ahead of time. We want to check our messages and our notification.

See what people have responded back to people there. Once a week we might want to check people online. So, we know which post at the right time and then we want to shoot you a post. So, we're going to post the video post or an image post and we might want to get them in canva. We might want to go and have a look at some of that google alerts and look at google in terms of keywords and coming up with content as well.

Start thinking about your frequently asked questions and so on. So that's pretty much the nuts and bolts of managing your page and you should be doing that on a daily basis. So, I hope that's helped.

Now, do you have any questions. So, let's go back through, I see we have some here.

Do we have insights if we're not using the business manager that you use?

SO, I'm going to show you my son's page. So, I'm using business manager except when I've switched across to. I don't recommend that to you guys. So, you don't have to do it. I did it because I managed so many pages and it was just testing it at the time and so I

wanted to show people how to use business manager and stuff. It can be a bit confusing at times, though.

But, here's my little man's page and you'll see it's pretty much the same. There's really not a huge amount of difference to the page at all. Go, and make yourself familiar with the pages though and have a look through these things that you want to see the page news feeds and here your insights there and here, your notifications and here any messages and here same thing.

Your publishing tools as well. Alright open up. Which is where you can obviously publish, schedule posts, have a look at your drafts whatever else. Other thing is if you're doing lead ads, this is when you get your leads from what I'm going to do lessons in those, anyway.

But, if you've done lead ads, this is where you get them from.

Got one video in here. You can edit it or download it if you want to. I hope I answered your question. That's pretty much the same as what I was using before. So, we're pretty, excellent, awesome, right?

So, do we have other questions and actually first and foremost, did you find that useful? Does everyone know how they're going to manage their page in at least 10 minutes a day? Make sure that I answered all your questions, okay?

Now, whether or not you have an opinion on this or not just type it in. So, that I know that you're all okay. A little bit slower, okay the uptake here. Next time, thank you. Great. Excellent. Thank you, team, for responding back.

So, now if you've got any questions go and answer them. If you don't just go, "No.

Thanks Kerry". So that I know and if there are no questions, then we're going to end it up for the day.

Excellent. Hey team looking forward to your posts and seeing what you come up with and your creativity if you're going to use canva and I look forward to speaking to all. Well, sometimes in the next month or so. If there's any questions that you have make sure you post them in basecamp, so that we can get to them, okay? And also, we asked that setting up that Voxer line that we had promised you.

I just have a finalization on my phone, which should be coming through very, very soon and I will give you the Voxer for details so that you can Vox us if you need us. In the meantime, pop it in base camp. If you haven't heard from us within 24-48 hours, not on weekends, all weekdays which is basecamp predominantly in the morning.

So, if we have missed something and you believe it has been missed, then you might want to, send an email to pa@kerryfitzgibbon.com, or Skype, give me a quick Skype message to just let me know that something that has been missed.

Awesome team, and looking forward to working with you the next 12 months. Thanks.